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25. The method of claim 6, further comprising the step of intermittently displaying the playing pieces on a web site, such that participants are encouraged to frequently visit the web site.

REMARKS

Claims 1-25 are pending in this application. By this Amendment, claims 1-8, 11, 12, 15, 18, and 22 are amended to further clarify the recited subject matter and new claims 23-25 are added. The above-indicated amendments are supported by the original disclosure and no new matter is added by these amendments. Reconsideration in view of the above amendments and the following remarks is respectfully requested.

Attached hereto is a marked-up version showing the changes made to the originally filed claims by this Amendment, entitled "**VERSION WITH MARKINGS TO SHOW CHANGES MADE**".

I. MATTERS OF FORM

The Office Action indicated that the application was filed with informal drawings, which are acceptable for examination purposes only, and that formal drawings will be required when the application is allowed. Therefore, Applicant defers filing formal corrected drawings until the application is allowed.

II. CLAIM OBJECTIONS

The Office Action objected to the claims because they include reference characters corresponding to elements or steps enclosed within parentheses. By this Amendment, the claims have been amended to incorporate the referenced elements or steps without the parenthetical references.

III. CLAIM REJECTIONS - 35 U.S.C. §112

The Office Action rejected claim 6 under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter, which the Applicant regards as the invention. More specifically, claim 6 was rejected for reciting the term "computer form", which the Examiner believed failed to distinctly define the

claimed subject matter. By this Amendment, claim 6 has been amended to overcome the rejection under 35 U.S.C. §112.

IV. PRIOR ART REJECTIONS - 35 U.S.C. §102

A. CLAIMS 12-17 ARE PATENTABLE OVER PEPPEL

The Office Action rejected claims 12-17 under 35 U.S.C. §102(e) as being unpatentable over Peppel (U.S. Patent No. 6,200,216, hereinafter “Peppel”). The Applicant traverses the rejection because the Peppel fails to teach or suggest all of the features recited in the rejected claims.

For example, Peppel, fails to teach or suggest a system for conducting a competition wherein a central computer “displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition” as recited in independent claim 12.

In contrast, Peppel merely discloses a system for the application of a trading card metaphor to a disassociated computer program and a design of several hardware and software systems which support collecting, trading, game playing, and creating of digital electronic trading cards by taking the traditional trading card metaphor and uniquely updating and enhancing it for application in consumer digital media. The format used in the electronic trading cards (ETCs) is embodied in the components of the electronic trading card system, which are designed to generate and accept a common proprietary electronic trading card format, so that, for example, a card created in a card-making application can be recognized by an electronic trading card album. (See Abstract of Peppel)

Thus, Peppel fails to teach or suggest a system for conducting a competition wherein a central computer “displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition” as recited in independent claim 12.

Therefore, Applicant respectfully submits that independent claim 12 is patentable over Peppel. Likewise, claims 13 and 14, which depend, either directly or indirectly, from claim 12, are also patentable over Peppel for the reasons discussed above plus the additional

feature(s) they recite. Thus, claims 12-14 are allowable and withdrawal of the rejection of claims 12-14 under 35 U.S.C. §102 is respectfully requested.

Likewise, Peppel, fails to teach or suggest a system for conducting a competition wherein a sponsor computer “displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition” as recited in independent claim 15.

As discussed above, with respect to independent claim 12, Peppel merely discloses a system for the application of a trading card metaphor to a disassociated computer program and a design of several hardware and software systems which support collecting, trading, game playing, and creating of digital electronic trading cards by taking the traditional trading card metaphor and uniquely updating and enhancing it for application in consumer digital media. (See Abstract of Peppel)

Thus, Peppel fails to teach or suggest a system for conducting a competition wherein a sponsor computer “displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correctly ordered sequence of words, will form the complete literary work and will entitle the participant to win the competition” as recited in independent claim 15.

Therefore, Applicant respectfully submits that independent claim 15 is patentable over Peppel. Thus, claims 16 and 17, which depend, either directly or indirectly, from claim 15, are also patentable over Peppel for the reasons discussed above plus the additional feature(s) they recite. Thus, claims 15-17 are allowable and withdrawal of the rejection of claims 15-17 under 35 U.S.C. §102 is respectfully requested.

V. PRIOR ART REJECTIONS - 35 U.S.C. §103

A. CLAIMS 1-4, 6-11, AND 18-22 ARE PATENTABLE OVER PEPPEL IN VIEW OF MCGUIRE AND SCHOOLFIELD

The Office Action rejected claims 1-4, 6-11, and 18-22 under 35 U.S.C. §103(a) as being unpatentable over Peppel in view of McGuire (U.S. Patent No. 1,379,871, hereinafter “McGuire”) and Schoolfield (U.S. Patent No. 1,991,468, hereinafter “Schoolfield”). The Applicant traverses the rejection because the combined teachings of Peppel, McGuire, and Schoolfield fail to teach all of the features recited in the rejected claims.

For example, as discussed above with respect to claims 12-17, Peppel merely discloses a system for the application of a trading card metaphor to a disassociated computer program and a design of several hardware and software systems which support collecting, trading, game playing, and creating of digital electronic trading cards by taking the traditional trading card metaphor and uniquely updating and enhancing it for application in consumer digital media. (See Abstract of Peppel)

Therefore, as indicated in the Office Action, Peppel fails to teach or suggest the creation of game pieces based on literary works comprising a correctly ordered sequence of words. More specifically, Peppel fails to teach or suggest a method for conducting a competition, comprising the steps of “dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work; creating a plurality of playing pieces, each piece comprising one of the distinct parts; distributing the plurality of playing pieces to members of the public; and in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize”, as recited in claim 1.

Furthermore, Peppel fails to teach or suggest a method for conducting a competition, comprising the steps of “generating a plurality of playing pieces each comprising a distinct part of a literary work and a corresponding advertisement unrelated to the literary work, wherein the literary work comprises a plurality of words in a particular sequence, but wherein each playing piece contains no identifier that would permit a participant to arrange the playing pieces in the correct order; distributing the plurality of playing pieces to computers over the Internet; and in response to receiving a correctly ordered set of playing pieces that represents the correct sequence of words in the literary work, awarding a prize”, as recited in claim 18. Thus, Peppel fails to teach the claimed subject matter of claims 1 and 18.

The inclusion of McGuire and Schoolfield fails to overcome the deficiencies of Peppel. McGuire merely teaches a puzzle comprising a set of cards, wherein each card has a scene, an object, or descriptive matter depicted thereon. The solution of the puzzle requires that the pictorial cards be arranged in a sequence that constitutes the logical order of a story. Limited text cards are only used where necessary to make clear or interpret the action portrayed. (See Col. 1, lines 18-26) “The cards are accompanied by a printed sheet suggesting the theme of the story or plot presented in the picture play depicted on the cards.”

(See Col. 1, lines 16-29) McGuire teaches that arriving at the correct sequence of the cards may become evident when a suggestion, such as an insert showing a pictorial clue for a next scene, is present in a corner of a card. (See Col. 2, lines 62-70) Other methods for arriving at the correct sequence of the cards may require a user to reflect on his or her own experience and use that as a consideration for selecting a next card. (See Col. 2, lines 78-86) Still other methods may require a user to make a “good guess” to select the next card in the sequence. (See Col. 2, lines 86-89)

Thus, the teachings of McGuire fail to teach or suggest the claimed methods for conducting a competition, as recited in claims 1 and 18, and fail to overcome the deficiencies of Peppel.

Schoolfield merely teaches a game of cards, which is to be played by children together in the same location, in which scenes are drawn from a legend, story, poem, book, or other form of literature and depicted on cards. (See Col. 1, lines 27-43) All of the cards are pictorial with text that merely identifies the scene or describes subsequent scenes.

Schoolfield also teaches that each group of game cards includes a “source-card” outlining the number and order of related “scene-cards” or “scene-dialog cards”. Each related “scene-card” or “scene-dialog card” includes a pictorial representation of a particular scene as well as an indicia or notation that identifies the order of that particular card with relation to each other card in the group. (See Col. 2, lines 13-51; Col. 3, lines 14-27; and Claim 1)

Therefore, a player does not need pictures or text to identify the order of the cards. Thus, the teachings of Schoolfield fail to teach or suggest the claimed methods for conducting a competition, as recited in claims 1 and 18, and fail to overcome the deficiencies of Peppel.

Since the teachings of McGuire and Schoolfield fail to overcome the deficiencies of Peppel, the teachings of Peppel, McGuire, and Schoolfield, either alone or in combination, fail to teach or suggest a method for conducting a competition, comprising the steps of “dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work; creating a plurality of playing pieces, each piece comprising one of the distinct parts; distributing the plurality of playing pieces to members of the public; and in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize”, as recited in claim 1. Furthermore, the teachings of Peppel, McGuire, and Schoolfield, either

alone or in combination, fail to teach or suggest a method for conducting a competition, comprising the steps of “generating a plurality of playing pieces each comprising a distinct part of a literary work and a corresponding advertisement unrelated to the literary work, wherein the literary work comprises a plurality of words in a particular sequence, but wherein each playing piece contains no identifier that would permit a participant to arrange the playing pieces in the correct order; distributing the plurality of playing pieces to computers over the Internet; and in response to receiving a correctly ordered set of playing pieces that represents the correct sequence of words in the literary work, awarding a prize”, as recited in claim 18. Thus, the teachings of Peppel, McGuire, and Schoolfield, either alone or in combination, fail to teach or suggest the subject matter of claims 1 and 18.

Therefore, Applicant respectfully submits that claims 1 and 18 are patentable over Peppel in view of McGuire and Schoolfield. Likewise, dependent claims 2-4, 6-11, and 19-22, are also patentable over Peppel in view of McGuire and Schoolfield by virtue of their dependence, either directly or indirectly, from claims 1 and 18. Thus, claims 1-4, 6-11, and 18-22 are allowable and withdrawal of the rejection of these claims under 35 U.S.C. §103 is respectfully requested.

B. CLAIM 5 IS PATENTABLE OVER PEPPEL IN VIEW OF MCGUIRE AND SCHOOLFIELD ALONE OR FURTHER IN VIEW OF NAEVE

The Office Action rejected claim 5 under 35 U.S.C. §103(a) as being unpatentable over Peppel in view of McGuire and Schoolfield, as applied to claims 1-4, 6-11, and 18-22, and further in view of Naeve (U.S. Patent No. 4,309,835, hereinafter “Naeve”).

The Applicant traverses the rejection because claim 5 depends directly from claim 1, which, for at least the reasons discussed above, is patentable over the combined teachings of Peppel, McGuire, and Schoolfield. The inclusion of Naeve fails to overcome the deficiencies of Peppel, McGuire, and Schoolfield.

As discussed above, the teachings of Peppel, McGuire, and Schoolfield, whether alone or in combination, fail to teach or suggest a method for conducting a competition, comprising the steps of “dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work; creating a plurality of playing pieces, each piece comprising one of the distinct parts; distributing the plurality of playing

pieces to members of the public; and in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize”, as recited in claim 1.

The inclusion of Naeve fails to overcome the deficiencies of Peppel, McGuire, and Schoolfield because Naeve merely teaches a “product premium”, which may be incorporated in any type of product premium including those for attachment to a beverage or other container. The premium has removable extensions attached to the wall portions of a foldable frame, such that space for advertisements is provided in a manner that permits the advertisements to be removed prior to assembly of the foldable frame. (See Col. 2, lines 61-68)

Therefore, since the teachings of Peppel, McGuire, and Schoolfield, alone or in further view of Naeve, fail to teach or suggest the subject matter of claim 1, the references fail to render obvious the subject matter of dependant claim 5.

Thus, Applicant respectfully submits that claim 1 is patentable over Peppel, McGuire, and Schoolfield, alone or in further view of Naeve. Likewise, dependent claim 5 is also patentable over Peppel, McGuire, and Schoolfield, alone or in further view of Naeve, by virtue of its indirect dependence from claim 1. Thus, claim 5 is allowable and withdrawal of the rejection of this claim under 35 U.S.C. §103 is respectfully requested.

VI. NEW CLAIMS 23-25 ARE IN CONDITION FOR ALLOWANCE

Applicant respectfully submits that new claims 23-25, are directed to allowable subject matter. As discussed above with respect to claim 1, the applied prior art fails to teach or suggest a method for conducting a competition, comprising “dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work; creating a plurality of playing pieces, each piece comprising one of the distinct parts; distributing the plurality of playing pieces to members of the public; and in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize”, as recited in claim 1 and recited in new claim 23. Thus, Applicant respectfully submits that for at least the reasons discussed above with respect to claim 1, new claim 23 is also patentable over the cited references and is directed to allowable subject matter.

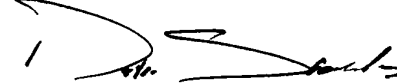
Likewise, dependent claims 24 and 25 are also patentable over the cited references, by virtue of their dependence, either directly or indirectly, from claim 1, for at least the reasons discussed above with respect to claim 1 plus the additional feature(s) they recite. Accordingly, prompt consideration and allowance of new claims 23-25 is respectfully requested.

CONCLUSION

Based on the foregoing amendments and remarks, Applicant respectfully submits that claims 1-25 are directed to allowable subject matter and that the application is in condition for allowance. Accordingly, prompt reconsideration and allowance of the application with these claims is respectfully requested.

However, if the Examiner believes there is anything further necessary to place this application in better condition for allowance, Applicant requests the Examiner telephone Applicant's undersigned representative at the number listed below.

Respectfully submitted,



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Date: December 21, 2002

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